

**CLASS TITLE: MARKETING–SALES MANAGER
(PRISON INDUSTRIES)**

**Class Code: 02436300
Pay Grade: 26A
EO: B**

CLASS DEFINITION:

GENERAL STATEMENT OF DUTIES: To plan, organize and implement marketing strategies to encourage the sales of products and services offered by the Department of Correction's Prison Industry Unit; to prepare public relations materials; to advise Prison Industry staff of sales and product development opportunities based on marketing surveys; and to do related work as required.

SUPERVISION RECEIVED: Works under the general direction with wide latitude to exercise independent judgement and initiative in carrying out program objectives; work is subject to review to ensure conformance with goals and objectives.

SUPERVISION EXERCISED: May supervise the work of clerical or inmate assistants.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:

To develop public relations materials such as catalogs and brochures to promote the use of Prison Industry products and services.

To develop and implement marketing surveys on an annual basis to accurately identify changing needs among a customer base.

To analyze marketing surveys to identify new industries and products for development, and target prospective customers of existing products and services.

To contact and visit non user agencies and to address groups or representatives of municipalities and non profit organizations in the state to promote and encourage Prison Industry products and services.

To develop and maintain a customer relations service through regular sales calls to established customers.

To coordinate with Prison Industry production supervisors to ensure that sales are matched to production capability and delivery time.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGES, SKILLS AND CAPACITIES: A working knowledge of marketing and sales techniques; a working knowledge of methods and standards applied to marketing surveys; a familiarity with qualifiable methods of management; the ability to write for business, public relations, and promotional activities; the ability to perform public speak; the ability to organize and prepare effective written material for use in pamphlets, catalogs, and other material for the purpose of stimulating public interest; and related capacities and abilities.

EDUCATION AND EXPERIENCE:

Education: Such as may have been gained through: graduation from a college of recognized standing with specialization in Marketing, Advertising, or a closely related field of Business Administration; senior high school; and

Experience: Such as may have been gained through: employment in a position responsible for public relations, marketing, sales management, or closely related functions in a manufacturing or service-based industry.

Or, any combination of education and experience that shall be substantially equivalent to the above education and experience.

Class Created: October 7, 1990

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